

Serial No. 09/769,887  
Docket No. 40655.0400

### REMARKS

Applicants reply to the Office Action dated June 14, 2005 within the shortened three-month statutory period for response. Claims 1-6 and 14 were pending in the application and the Examiner rejects claims 1-6 and 14. Support for the amendments may be found in the originally-filed specification, claims, and figures. No new matter has been introduced by these amendments. Reconsideration of this application is respectfully requested.

#### Rejection under 35 U.S.C. § 102(a)

The Examiner rejects claims 1 and 14 under 35 U.S.C. § 102(e) as being anticipated by Bernardo et al., U.S. Patent No. 6,684,369 B1 ("Bernardo") in view of Dabney et al., U.S. Patent No. 6,643,663 B1 ("Dabney"). Applicants respectfully traverse this rejection.

In general, Bernardo discloses a system for managing web page/site production within a distributed environment where various members of an enterprise may view, edit and authorize content. Bernardo is limited to a system wherein a number of users may interact to create web pages and/or web sites in a manner that does not require editors to have extensive HTML knowledge. The new or updated web pages may then be electronically routed to one or more authorizers before being published.

The Examiner correctly notes that "Bernardo does not explicitly disclose storing said updated content in a database globally accessible by a reviewer" (page 4, paragraph 2). However, the Examiner asserts that this step is disclosed by Dabney.

Dabney discloses a content management system for receiving, editing, and distributing data across a network. Specifically, Dabney is limited to a workflow within an online publishing environment which enables operators to efficiently perform routing publishing tasks. The Dabney system promotes collaboration among the various disciplines of a news organization including any number of journalists, photographers, reporters, editors, layout artists, and web site administrators. Through a user interface, users of the Dabney system can edit news stories, audio and video to conform to the particular type of media that will present the news to the public. The various data elements that comprise the news story are stored in a database until the news story as a whole receives approval. Dabney discloses that approval of "news story data" occurs after the editors have assembled the story including any text, photographs, video, and audio (*see* column 5, line 63 to column 6, line 19 and Figure 2). Finally, when the news story comprising any number of data elements is approved, the news story may be posted on a web site, printed, or broadcast.

AXP Matter No. IP200001304

4

LEVENDM\PHD\1702423.3

Serial No. 09/769,887  
Docket No. 40655.0400

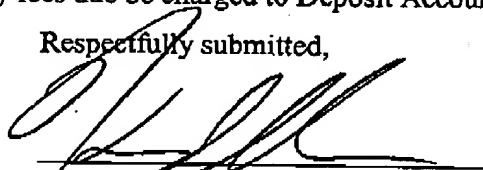
While Bernardo discloses content which is tightly coupled to a web page, Dabney discloses content which is initially decoupled from the media to which it will later be assigned. However, according to Dabney, prior to the approval stage of the workflow, the various content elements (e.g. text, graphics, and photos) are coupled within a completed news story. Content elements that remain decoupled throughout the entire workflow process enable the content elements to independently traverse the authorization workflow more quickly in order to be incorporated into multiple web pages/sites. Moreover, the decoupling of the content elements from the webpage presentation results in greater flexibility and efficiency in content management for content elements which are used in multiple web pages/sites. As such, neither Bernardo, Dabney, nor a combination thereof, disclose or suggest at least "routing said data elements to said reviewer, wherein each of said data elements is individually routed" and "creating an updated content page when each of said data elements has been authorized," as similarly recited by independent claims 1 and 14.

Dependent claims 2-6 depend from independent claim 1. As such, dependent claims 2-6 are allowable for at least the reasons described above, as well as in view of their own respective features.

In view of the above remarks and amendments, Applicants respectfully submit that all pending claims properly set forth that which Applicants regard as their invention and are allowable over the cited references. Accordingly, Applicants respectfully request allowance of the pending claims. The Examiner is invited to telephone the undersigned at the Examiner's convenience, if that would help further prosecution of the subject application. Applicants authorize and respectfully request that any fees due be charged to Deposit Account No. 19-2814.

Respectfully submitted,

Dated: 8/18/05



Howard Sobelman  
Reg. No. 39,038

**SNELL & WILMER L.L.P.**  
400 E. Van Buren  
One Arizona Center  
Phoenix, Arizona 85004  
Phone: 602-382-6228  
Fax: 602-382-6070  
Email: [hsobelman@swlaw.com](mailto:hsobelman@swlaw.com)

AXP Matter No. IP200001304  
LEVENDM/FHX1 702423.3